



YALE BROADCASTING COMPANY
INCORPORATED

STUDIOS & OFFICES
Hendrie Hall, 165 Elm Street
New Haven, Connecticut
Telephone UNiversity 5-6400

LOCAL RATE CARD NO. 7
Effective November 1, 1952

"THE VOICE OF THE YALE CAMPUS"

The Yale Broadcasting Co., Inc.

GENERAL BROADCAST ADVERTISING effective NOVEMBER 1, 1952

	1 time	13 times	26 times	52 times	78 times	130 times
PROGRAMS:						
One hour	\$20.00	\$18.00	\$16.00	\$14.00	\$12.00	\$10.00
Half hour	13.00	11.75	10.50	9.25	8.00	6.75
Quarter hour	8.50	7.75	7.00	6.25	5.50	4.75
10 Minutes	7.00	6.40	5.80	5.20	4.60	4.00
5 Minutes	5.00	4.65	4.30	3.95	3.60	3.25

SPOT ANNOUNCEMENTS:

1 Minute	\$2.50	\$2.40	\$2.25	\$2.10	\$1.95	\$1.80
20 Seconds	2.00	1.90	1.80	1.70	1.60	1.50

A MEMBER OF THE IVY NETWORK*

WBRU—BROWN

WHRB—HARVARD

WVBR—CORNELL

WDBS—DARTMOUTH

WPRU—PRINCETON

WXPB—PENNSYLVANIA

WYBC—YALE

* ALL NATIONAL ADVERTISING SUBJECT TO IVY NETWORK RATES

- NEWS SERVICES — Campus and Local: Station News Staff, National and World Wide; United Press Service.
- MUSIC CLEARANCE — ASCAP, BMI, SESAC Licenses.
- TALENT — Rates on request.
- TRANSCRIPTIONS — (Accepted at regular card rates 33 $\frac{1}{3}$ or 78 r.p.m. lateral and/or vertical — double turntables.
- REFERENCE RECORDINGS — Rates on request.
- REMOTE PICKUPS — Programs originating outside the Studios are subject to special charges. Rates on request.
- COMMISSIONS — 15% to recognized advertising agencies.
- DISCOUNTS — Cash in advance 5%. No discounts on lines.
- REGULATIONS — All proposals subject to prior booking of time offered. This rate card does not constitute an offer and is informative only. All contracts accepted subject to station's right to cancel or offer another satisfactory time on 28 days' notice. NAB code observed subject to station amendments.
- STATION DATA — The Yale Broadcasting Co., Inc., is operated on a non-profit basis and is controlled by its executive directory. The station broadcasts throughout the college year with the exception of examination periods and vacations.